

As a graduate of Journalism and Communication (master degree) and Law (LL.B), I have been working as a journalist, public information, media and communication specialist since 2004 and had oversaw designing and implementation of a number of projects/programme including developing communications/media strategies for both national and international organizations including the United Nations and Asian Development Bank funded Karachi BRT Red Line Project.

I have excellent research, analytical, writing, communication and editing skills. Good understanding of drafting and executing effective communication policy and strategies/ plan documents with clear role and responsibility for both internal and external communications. I have deep knowledge of traditional and new media channels to accelerate promotion and visibility of the projects. I have produced different communications, branding and outreach products/materials including media toolkits, facts sheets, talking points, brochures/flyers/banners, key messages, FAQs, success stories, web stories/articles/op-eds, newsletters, research assessment studies and audio-video and social media contents. Excellent knowledge and use of social media and websites and blogs to expand communication and fostering programme efforts.

Ability to work with colleagues, stakeholders and different organizations including media houses, media support organizations, bilateral development partners, government officials, project stakeholders, national and international organizations, United Nations and International creditor such as ADB for programme collaboration and promotion.

I am quite confident that with my experience, skills, and networking over the years, I can bring a lot of added value to the project/programme and the organization. I look forward to discussing the position and my qualifications in further detail. Thank you for your consideration.

Sincerely Riaz Karim Khan

RIAZ KARIM KHAN

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Communications, Media, Public Relations Professional

Skills

- Effective communication skills- speaking, writing, listening, and reading, correctly interpret messages and responds appropriately, asks questions to clarify and exhibits interest in having two-way communication
- Tailors' language, tone, style, and format to match to the audience needs, demonstrates openness in sharing information and keeping people informed
- Accustomed to field work and has worked in several areas of different topography including high security and hostile environments
- In-depth knowledge of the concept and practices of communications and public information, journalism, media, public relations, branding and marketing
- Ability to build, contribute and maintain positive public image of the organization across a range of audience
- Attention to detail with excellent decision-making
- Good exposure and networking to government and its line departments, multilateral partners/organizations, United Nations, international organizations, CSO's, and communication and media industry for possible collaborations and partnership.

Core Strengths

- **Designing and Implementation:** projects, communications/media strategies and information campaigns
- **Communication:** Presentations, audio-video films and documentaries, newsletter, branding, web articles, banners, flyers, brochures, key facts, frequently asked questions, talking points/speeches, key messages development
- **Media & social media:** media toolkit - media briefings/releases, advisories, briefings, news articles, features, special supplement, op-ed, media spokesperson, photography, social media contents creation and distribution, advocacy relations, journalism, and capacity building
- **Events:** organization and management- high level advocacy events on various themes including but not limited to Right to Information, Freedom of Expression, Media Development, Journalists Safety. Delivering master ceremonials and moderating sessions
- **Projects:** conceptualization, projects proposals and progress reports,

Technology

Software: -

Proficient in MS office (Word, Excel, PowerPoint, Picture Manager), Internet, in page Urdu and good understanding of Adobe audition/Photoshop and other important software's and applications used for communication and media products development.

Career Profile

Determined, resourceful and detail-oriented project officer communication and media, public relations and public information specialist with a Master of Arts in Journalism and Mass Communication and Bachelor of Law (LL.B). Over 15 years of combined experience in these roles in the programme/projects management, designing and implementation of communication strategies/campaigns and management of events. Applying my skills and expertise in these areas for the promotion, visibility and achievements of the programme/organization common goals and objectives. Provided communications, media and social media inputs to senior management, programme and project staff about programme implementation, challenges, and achievements across the targeted region in a range of audience.

Professional Experience- Employment History

Communication Officer- FDP GIZ Pakistan

1st Dec 2020-Till Date

1. In collaboration with programme team, updated and implanting effective communication strategy and communications guidelines for the FATA Development Programme
2. Identified key stakeholder groups and created communication strategies and online and offline campaigns that created desired impact
3. Regular consultation with Country Office and prepared and distributed PR/Social media contents as per CDC guidelines that enhances program's visibility, promotion and recognition through GIZ social media platforms, German Embassy, counterparts social media, the EU and other partners.
4. Promoting program's image through effective social media campaigns by creating social media contents and dissemination through internal and external channels of GIZ and or counterparts
5. Organized high level events including organization and management of photo exhibition on the Merged Areas at Peshawar Museum.
6. Assisted the programme team in drafting and dissemination of press releases that resulted in significant media coverage in local and national media (print and electronic).
7. Ensured that all communication and PR material is according to GIZ CDC guidelines
8. Advised Team Leader on communication development and implementation matters
9. Assisted in the preparation, review and updating of project public relation materials (e.g. brochures, fact sheets, newspaper articles, success stories, posters) according to the Corporate Design Guidelines of GIZ
10. Participated in formulating project action plans with a special focus on communication in case of major events
11. Coordinates with consultants/vendors in maintaining the quality standard of publications (language, Corporate Design) as per CDC guidelines

12. Monitors media (press clippings, electronic media monitoring etc.) in terms of coverage of project activities with special attention to sources of verification and ensures filing according to the programme's filing system

Communication & Media / Public Relations Specialist 25th July 2017 – 30th July 2020

PIU/SMTA – ADB funded Karachi BRT Red Line Project

A. Project Communication Plan (PCP)

Oversaw and provided comments, technical inputs and remarks to the Project Design Advance consultant in preparation and finalization of the Project Communication Plan Outputs/Deliverables. These includes but not limited to.

1. **Story and message matrix** for media relations, government relations, public relations, project website and promotional video to raise public awareness
2. **Media Relations:** press releases, feature stories, crisis communications/rebuttal, press briefings/conferences, one-on-one interviews. Over 50 news reports, articles, op-ed were published in local media.
3. **Government Relations:** Contents identification and selection of articles and stories for the monthly e-newsletter for distribution to the project stakeholders. Eight issues produced and distributed.
4. **Public Relations:** Finalized public relation strategy for the BRT system.
5. **Website:** Finalize the BRT system website with key information for the general public.
6. **Project promotional video:** Finalized promotional video for Karachi BRT Redline Project as well assisted in project information video production of Biogas Plant.
7. Assisted in the capacity building training (spokesperson) for government officials, organization of influential bloggers briefing and designing of communications policy, social media policy, media protocols and strategy for TransKarachi company.
8. Assisted the biogas team in organizing relevant events including national workshops/conferences and other activities and production of branded communications materials.

B. Branding and Marketing

Oversaw the designing and finalization of consultant's tasks to produce a brand design manual and branding toolkit for the Karachi BRT system which includes system branding (name, logo, typeface); designing of staff uniform, marketing strategy, customer service strategy, and passenger information system.

C. Other Tasks

1. Provided support to the Project Implementation Unit in coordination with stakeholders and development partners, drafting letters, processing visa for international consultants and delegations, site visits, and high-level meetings with government departments such as Transport and Mass Transit Department, Planning and Development Department, Chief Minister Office, community beneficiaries, ADB Pakistan Resident Mission and HQ
2. Prepared press releases, talking points/speeches and briefings for government ministers related to national conference/ workshop
3. Contributed to the monthly and periodic progress report of the PIU.

Individual Consultant (Communication)
UNESCO

23 Jan 2017- 31 May 2017

Key Accomplishments

1. Developed Communication Strategy for UNESCO Girl's Right to Education Programme
2. Developed Terms of Reference to produce short video documentary on UNESCO Girl's Right to Education Programme
3. Identified students and developed plan for undertaking research work on girls right to education
4. Developed radio proposal for awareness raising campaigns on UNESCO's Girl's Right to Education Programme
5. Compiled two-day national workshop report on Education for Sustainable Development and Global Citizenship
6. Contributed to the organization of World Press Freedom Day 2017 and compilation of event report.

Project Officer/Communication & Information
UNESCO

1 May 2015 – 30 Dec 2016

Public Information

1. Regular liaison with journalists, updated contact lists and invited them for major events, conferences, site visits. Excellent media coverage generated in both national and international media and social media platforms for all UNESCO Sectors events and activities (Education, Culture, Science and CI)
2. Strong networking and collaborations across Pakistan with journalists, unions, media houses, social media influencers, journalists' bodies (APNS, CPNE, PBA) and national and provincial government ministries of Information, Education, Interior and relevant line departments for programme collaborations.
3. Regularly participated in United Nations Communications Group- Pakistan meetings for designing and finalization of the One Voice Communications Strategy of the United Nations Pakistan under the auspices of the United Nations Information Centre
4. Contributed and organized ONE UN events and UNESCO specific international days on various themes
5. Designed and implemented communications strategy for UNESCO sectors activities and events.
6. Information shared on all UNESCO key global, regional, and national events, days and activities on the social media platforms such as Facebook, Twitter etc
7. Regularly contributed human interest stories, news items, interviews, OP-ED to the UN Pakistan Magazine and UNESCO Tehran Cluster Office bimonthly newsletter.
8. Updated UNESCO Pakistan website on regular basis
9. Provided video documentary, publications and photography inputs and contract preparations for vendors to capture UNESCO key sectoral events and activities
10. Drafted and issued press releases for all UNESCO events and activities and coverage of UNESCO's official delegates to Pakistan. Delivered master ceremonials and moderated various events.

Project Officer- Communication and Information Sector

1. Oversaw designing and implementation of advocacy, public awareness and capacity building

projects/ assessment studies related to freedom of expression, press freedom, media development, access to information for public and person with disabilities, the safety and security of journalists and United Nations trust funds for human security (UNTFHS).

2. Held meetings and collaborated with EU Delegation in Pakistan and its member states (Embassy of Sweden and Embassy of the Kingdom of the Netherlands for the joint commemoration of World Press Freedom Day 2017 and in 2016 (Safety of Journalists and Right to Information)
3. **World Press Freedom Day & World Radio Day:** Organized 4 world press Freedom Day events to sensitize masses, government and media on the need and challenges of Freedom of Expression and Press Freedom in Pakistan and to advocate, mobilize and lobbying efforts to address pertinent challenges to freedom of expression
4. **Recommended and organized** arrangements of key media experts, judiciary, government, civil society, academia in UNESCO's International conferences/workshops and dialogues
5. **Represented UNESCO Pakistan** as key speaker at International Conference/ Days such as International Day to End Impunity for Crimes against Journalists- Strasbourg, France and International Conference on Youth and the Internet at UNESCO headquarters, Paris, France.

**Press Officer
UNESCO**

25 Sept 2013- 30 April 2015

Major Tasks/ Accomplishments

1. Led the Communication and Information Sector activities of UNESCO Islamabad.
2. Acted as media focal point and spokesperson of the agency.
3. Prepared and disseminated media advisories/releases regarding UNESCO multi sectoral programmes and projects activities and events by generating over hundreds positive news stories and articles in lead national and international newspapers, televisions, radios and web pages.
4. Organized high level special events for UNESCO's Director General and Regional Director Asia and Pacific State Guest visits to Pakistan in 2014.
5. Organized exclusive interviews of DG UNESCO with lead national and international media outlets and received excellent media coverage in national and international media for signing ceremony of Girls Right to Education programme, visits to Taxila Museum, meetings with high level government officials (Presidency and relevant ministries)
6. Organized press briefings for the sate guests visits of the United Nations Special Envoy for Global Education (Gordon Brown) and United Nations Special Envoy on Youth (Ahmad Al Hindawi) in collaboration with the UN Information Centre
7. Engaged journalists, media, representatives of civil society and national and international media on the occasions of international days including, UN DAY, International Women Day, International Day of Persons with Disabilities, World Radio Day, World Press Freedom Day, International Day to End Impunity for Crimes Against Journalists, International Literacy Day, World Teacher Day, International Day for Disaster Risk Reductions and Special Weeks like Education for All and national and regional launching of Global Monitoring Reports
8. Compiled stories/articles/press materials/ OP-ED for the UN Pakistan and UNESCO Tehran Cluster Office Newsletters
9. Provided briefing to media/youth, CSOs and government officials on the focus and thematic areas and activities of UNESCO in collaboration with UN Information Center

Key Responsibilities:

1. Designed and conducted survey to identify legal information needs of the communities with the support of research, monitoring and evaluation team.
2. Raise awareness of government and judicial information/media department to effectively identify and respond to the legal information needs.
3. Supported GoKP and FATA Secretariat to draft and publish simplified explanations of key laws in accessible local language as well as to establish their website to publicize simplified laws.
4. Raise awareness of civil society and rights-based organizations to effectively identify and respond to the legal information needs.
5. Training/mentoring/interactive program production with local journalists on citizen's rights and other legal issues including project activities.
6. Advocacy work with policy makers and legislators to highlight successes/lessons learnt and to engage in activities that stimulate debate on these topics.
7. Liaison with other outputs to ensure timely support is provided as and when required by the other output leads.
8. Contributed to weekly, monthly, and quarterly reports on progress of the project as set out in the PSP reporting guidelines.
9. The project lead will supervise the work of two Legal Advisers to support his work.

Media Team Manager (Radio, Magazine and Social Media)

iMedia Associates UK at Raabta Consultant

22 Nov 2011 to 06 April 2012

Major Tasks and Achievements:

1. Managed and coordinated overall media production team duties (radio, magazine & social media) for smooth flow of approval, editorial and production and reporting processes on a two-way communication project implementation in FATA/KP.
2. Set up and maintained Raabta management reporting systems for media team (under program manager and directors).
3. Attended management meetings on behalf of media team and to ensure media team output is in line with wider Raabta aims.
4. Worked with both media and print teams offering assistance and guidance on editorial issues.
5. Assess and coordinate training needs (both internal and external trainings for our partner radio stations).
6. Worked with radio liaison coordinator in planning and executing external trainings and managing partnerships with radio stations.
7. Ensured media team and production costs stay within budget (radio and magazine).
8. Oversaw production of 7 monthly trilingual magazines and 24 sets of radio weekly segmented programs.
9. Maintained financial and administrative record of the production team and production cost (magazine and radio).
10. Provided weekly and monthly progress and financial updates and reports to the headquarter

Major Tasks and Achievements:

1. Assisted in creation of media and communication strategies, planning and management of special events, updating media lists, proactively seek out media coverage for program activities and events and respond to requests from local and national media outlets as appropriate.
2. Liaison with government of Pakistan and USAID communications staff and media journalists.
3. Advised program staff on local communication and media outlets, geographic coverage, target audience reach.
4. Assisted in vendor selection, management, and quality control for procurement of communication materials and services.
5. Compiled copy for communication materials, manage, and file all relevant publications and media, including tapes, newspaper clippings, and photos.
6. Establish FDP-LD brand and ensure branding requirements were met and adhered to program-wide.
7. Organized, coordinated, and managed special events, symposiums, workshops, MOU's signings, handing takings, screenings, ribbon cutting, students and trainees graduations/recognition ceremonies at donor, government and field level.
8. Successfully generated, compiled, and documented media releases, leading to the generation of over 200 positive media reports (print, electronic, online and social) for both USAID and government of Pakistan.
9. Compiled weekly, monthly, quarterly progress reports, security reports/assessment, fact sheets, success stories and publication of success stories book.
10. Monitored media on routine basis- audience included program staff, USAID, International Organizations, CHF-HQ.
11. Prepared, compiled, reviewed, coordinated, produced, program video documentaries, audio contents and other promotional materials i.e., newsletter, banners, posters, program and events briefs, certificates, memos, handing taking documents, talking points/speeches for country chief, HQ visiting delegates and representatives, officials, guests, and guests of honor from USAID, USG and Government of Pakistan.
12. Received and welcome delegates from across USG, USAID, Government of Pakistan and Participated in the weekly, monthly progress and program reviews and communications meetings.

Major Tasks and Achievements:

1. Undertake routine duties such as contribution to reports, organizing seminars/conferences on rural housing reconstruction (RHR) activities & media issues, representing RHR activities in local and national events and making presentations, media-networking, liaising partners and donor's, media monitoring, official publications, publishing and aired RHR-Training activities.
2. Worked with local government, academic institutions, and NGOs to identify, develop, implement, disseminate, and monitor appropriate approaches to changing and maintaining behaviors related to rural housing reconstruction.
3. Developed/implemented training in interpersonal communication for various levels of field staff, community members, and local governments.

4. Identified and needs assessment of extremely vulnerable individuals and groups affected by the earthquake in various Union Councils of district Mansehra, KP.
5. Participated in planning and implementation of information campaigns in the rural communities of the target area.
6. Coverage generated for the project activities and events in the local print and electronic media.
7. Developed and delivered communication and mobilization trainings for the field staff, local communities, contributed to the compilation of weekly and monthly progress reports.
8. Developed project related materials, brochures and public service announcements.
9. Completed need assessments for the vulnerable groups, formation of community reconstruction committees, and provision of community mobilization trainings and monitoring of the project activities in the earthquake affected district Manshera, KP.

Journalist/ Executive Producer/ Producer

Oct 2005- June 2006

INTERNEWS

Key Responsibilities/Accomplishments

1. Produced more than 70 radio reports, documentaries, features, interviews, live update, panel discussions, one-hour program mixing, editing.
2. Conducted over 40 one hour daily live call-in show regarding program feedback, discussion of key issues with the earthquake survivors and studio guests from government and humanitarian organization.
3. Developed and produced public service announcements for various agencies and organizations such as United Nations and its various agencies (UNICEF, IOM, UNHCR, ILO, and UNFPA), ICRC, IFRC, SDC, military, government institutes.
4. Conducted daily editorial meetings, assigned producers for daily tasks with an impact on the earthquake affected problems facing community.
5. Provided program orientation to government, non-governmental, public and private stake holders across Pakistan.
6. Provided radio journalism training to 22 journalists in the earthquake region on basics of radio journalism, ethics, and practical work in the field, editing and skills on how to compile news stories.
7. Surveyed for the Radio listenership in the quake zone, distribution of relief radio sets and radio program in the quake zone of Pakistan (Oct-2005).

English News Reporter

1 Aug 2005- 30 Oct 2005

Independent News PAKISTAN (News Agency)

Major Tasks and Achievements:

Coverage of daily courts stories, Press Club Peshawar, and political events, editing and compiling news stories.

Radio Presenter

March 2005 to June 2005

Radio Buraq Peshawar (FM-104)

Major Tasks and Achievements:

Presented live sports round up weekly show, interviewing prominent sports guests for live sports discussions and coverage of sports events. Interacting with audiences live on air

**Producer, Presenter, News Anchor
Campus Radio Peshawar (FM-107)**

March 2003-March 2004

Major Tasks and Achievements:

Conducted and compiled radio reports, features and documentaries on important university events and topics in the weekly long one-hour show, remained news anchor for daily news bulletin (English, Urdu, and Pashto).

**News Reporter
GEO TV Peshawar Bureau**

Nov 2003 - Jan 2004

Major Tasks and Achievements:

Compilation and editing of news reports, assisted senior reports in news packages.

Courses/Trainings/ Workshops

- | | |
|---|----------------|
| a. Agency Ready Certificate (PR Council's) | 2021 |
| b. Introduction to Digital Journalism (Reuters) | 2021 |
| c. Public Relations Foundation: Media Training (LinkedIn) | 2021 |
| d. Creating a Communication Strategy (LinkedIn) | 2021 |
| e. Learning Video Production and Editing (LinkedIn) | 2021 |
| f. Managing Brand Reputation (LinkedIn) | 2020 |
| g. 8 months online English language course (Speexx Live-English B2.1) | 2015-16 |
| h. 5-day training on Communications, Reporting, Documentation Save the Children | 2011 |
| i. Two days' communication training with CHF International-Pakistan. | 2010 |
| j. One-day training on disaster reporting with INTERNEWS Pakistan (PEIP) | 2005 |
| k. 5 days training on Skills of a TV Journalist with Aljazeera Islamabad Bureau | 2004 |
| l. One-week training on radio journalism with INTERNEWS Pakistan | 2004 |

Reports/Publications

- | | |
|---|--------------------------|
| a. Photo Catalogue on the Merged Areas of Khyber Pakhtunkhwa (GIZ-FDP) | 2021 |
| b. The state of journalists in Pakistan: Pilot Assessment based on UNESCO Journalists Safety Indicators (Project Management/Editorial Team) | 2014-2016 |
| c. Access to Information and Knowledge Platforms for Person with Disabilities (Handbook) | 2014-15 |
| d. Reviewed Urdu toolkit on Freedom of Expression | 2014-15 |
| e. Research topic selection on different media themes for Higher Education Commission | |
| f. Success Stories 2010 Edition, title, "The impact of FDP-LD in FATA-Pakistan".
(CHF International-Pakistan) | 2009-10 |
| g. Internship Report on the role, structure, and function of Geo TV | Nov 2003-Jan 2004 |

Membership

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| a. Member, Digital Journalists of Pakistan |
| b. Member, Former and Current UN Staff (FCUNS) |

Education		
Master of Arts:	University of Peshawar, PAKISTAN	2003-2004
Majors:	Journalism and Mass Communication	
Bachelor of Law:	Frontier Law College Peshawar, Pakistan	2002-2005
Majors:	(LL. B)	
Bachelor of Arts:	University of Peshawar, Pakistan	2000-2002
Majors:	Law & Political Science	

Language					
Language:	Read	Write	Speak	Understand	Typing
English	Fluent	Fluent	Fluent	Fluent	45
Urdu	Fluent	Fluent	Fluent	Fluent	25
Pashto	Fluent	Basic	Fluent	Fluent	-

References

Will be furnished upon request